

Rep Order# 7914873 Ver# 3 Status Revised  
EC'd Yes

Traffic Order#

Printed: 10/26/2012 1:49 PM  
Last Received: 10/26/2012 1:18 PM  
Showing Buylines: All Lines

1 of 3

CR

Station WREG-TV MEMPHIS  
Advertiser ( ) LAW ENFRM ALLNC AMER  
Product LAW ENFORCEMENT AA  
Estimate# 650  
Buyer KAREN BENCKINI  
Phone#  
Fax#

Agency ( ) MENTZER MEDIA SERVICES  
600 FAIRMONT AVE, SUITE 306  
TOWSON, MD 21286  
Agency C/P1/P2/E //650  
Flight Dates 10/30/2012 - 11/06/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) FRAN BERG  
Salesperson Phone# 202-872-1155  
Salesperson FAX# 202-872-8745

--- CONTRACT COMMENT ---

LAW ENFORCEMENT ALLIANCE OF AMERICA \*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

REV ORDER TO SHOW ADD NEW LN 14. REV TTL 52100  
PLS CNFM  
THANKS  
FRAN

LT	Ln	Day	Time	Program	Dates	Len	Spots/Week	Rate	Total Spots
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	1	TU-F	3P-4P	INSIDE ED/JEOP	10/30-11/02	:30	4	\$1,000.00	4
		Buyline Comment: 1/DAY							
	2	TU-W,F	5P-530P	5P NEWS	10/30-11/02	:30	3	\$1,500.00	3
		Buyline Comment: 1/DAY							
	3	TU-F	630P-7P	ET	10/30-11/02	:30	4	\$2,000.00	4
		Buyline Comment: 1/DAY							
	4	TU-F	10P-1035P	10P NEWS	10/30-11/02	:30	4	\$2,200.00	4
		Buyline Comment: 1/DAY							
	5	TH	8P-9P	PERSON OF INT	11/01-11/01	:30	1	\$4,000.00	1
	6	F	9P-10P	BLUE BLOODS	11/02-11/02	:30	1	\$4,000.00	1
	7	SA	6A-9A	SAT 6A NEWS	11/03-11/03	:30	1	\$750.00	1
	8	SA	10P-1035P	SAT 10P NEWS	11/03-11/03	:30	1	\$2,000.00	1

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	9	SU	8A-930A	CBS SUN MORN	11/04-11/04	:30	1	\$2,000.00	1
	10	SU	1035P-1135P	CRIM MINDS	11/04-11/04	:30	1	\$600.00	1
	11	M	5P-530P	5P NEWS	11/05-11/05	:30	1	\$1,500.00	1
	12	M	630P-7P	ET	11/05-11/05	:30	1	\$2,000.00	1
	13	M	10P-1035P	10P NEWS	11/05-11/05	:30	1	\$2,200.00	1
	*14	SA	230P-6P	SEC FOOTBALL	11/03-11/03	:30	1	\$7,750.00	1
		Sales Remark: V3 ADD V3 Added							

---REPORT TOTALS---

Report Totals: 25 / \$52,100.00

---SALES MONTHLY TOTALS---

Nov 12: 25 / \$52,100.00  
Sales Totals: 25 / \$52,100.00  
Station Totals: 25 / \$52,100.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$173,667	CABL	0%	CBLA	0%	CBLB	0%	INTA	0%	INTB	0%
		UNKN	70%	WHBQ	0%	WLMT	0%	WMC	0%	WPTY	0%
		WPXX	0%	WREG	30%						

Books null  
Demos RA35+